

Merit Breakthrough Remains Unduplicated.

**'Enriched Flavor' tobacco makes MERIT
unique among low tar cigarettes.**

Since the introduction of MERIT, a number of other low tar brands have come along. But MERIT remains unique—the only low tar cigarette with 'Enriched Flavor' tobacco.

MERIT delivers what others can only promise: the flavor of higher tar cigarettes. The kind of flavor made possible by a breakthrough in tobacco technology.

Here's how it was done:

By cracking cigarette smoke down into separate elements, researchers were able to isolate certain flavor-rich



LOW TAR-ENRICHED FLAVOR

ingredients that delivered taste way out of proportion to tar.

These flavor essentials were then packed into MERIT, giving it extraordinary flavor.

Taste tests against a number of higher tar cigarettes proved it.

Overall, smokers reported they liked the taste of MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested. Cigarettes with up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

MERIT
Kings & 100's

Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Aug. 77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

